

Advertising Opportunities

The Opportunities

There are two print advertising opportunities with UAC:

- Quarterly newsletter
- Membership Directory

Quarterly Newsletter

Each quarter (March, June, September, and December) all 300 of Utah's elected county officials receive a copy of the UAC newsletter, named The County Voice. The eight-page publication is printed in full color and offers county officials information about key issues, upcoming events, and features on members of the Association.

Surveys consistently show that The County Voice enjoys a high level of readership among county elected officials in Utah. Consider the following statistics taken from surveys conducted recently:

Q. What statement best describes your UAC quarterly newsletter reading habits?

2003	2004	2005	Responses:
2%	1%	4%	I never even pick it up.
18%	14%	8%	I scan the cover and other pages.
43%	47%	38%	I scan the articles, read some of them.
38%	38%	50%	I read most or all of it.

Clearly, advertisements in The Voice are viewed and represent an in-expensive, yet effective, way to market to the Counties.

Specifics

Ad Sizes Available:

- ¼ Page (3.75" w X 4.5" h)
- ½ Page (7.5" w X 4.5" h)
- Color: Full Color Available
- Full Bleed: Not available
- Formats of Ads: The newsletter is layed out using Adobe InDesign, with the help of PhotoShop and Illustrator, and printed in-house on a Canon iR C3200 Color Laser Printer.

The following graphic file formats usually print as they were intended. However, submitting the ad well in advance so that it may be tested is always advised:

- .jpg
- .eps
- .tif
- .bmp

Copy Deadline: Contact UAC for a specific deadline, however it is usually two weeks prior to the print day.

In-house layout: For a fee of \$50/hr. UAC will create and design the ad for you, according to your direction.

Membership Directory

UAC's biyearly (every two years) Membership Directory, is produced in late Winter/early Spring, following an election cycle when the greatest number of updates need to be made. In Utah, counties hold elections on even years and cities conduct theirs on the odd years. While there are mid-term changes here and there, the vast majority of changes occur at election time.

The Membership Directory is loaded with useful contact and general information for each of Utah's 29 counties. The compact, spiral-bound book features a photo and individual contact information for each of Utah's 300 county elected officials.

Divided up by county, each section also contains basic statistics and information about each of the counties. It also highlights basic contact information for other administrators within each county, state legislators, and state and federal office holders in Utah. Indexes in the back allow users to find county officials by title or name.

UAC surveys also indicate the importance of the Membership Directory to the county officials. Among all of UAC's vast services, publications, and information, the Membership Directory has consistently ranked 7th, closely behind other important services such as legislative representation, events and meetings, collaboration with other counties, consultation, networking and continuing education.

The Membership Directory is distributed to each elected official, many of the counties other top administrators, local and statewide media, and several other state and federal officials.

Specifics – All advertising and printing is done in partnership with Carr Printing. For information about rates and other details contact Doug Perry at UAC.

Contact Information

Doug Perry
Communications Director
Utah Association of Counties
5397 S. Vine Street
Murray, UT 84087
Ph. (801) 265-1331
Fax (801) 265-9485
E-mail: doug@uacnet.org
www.UACnet.org

Advertising Opportunities

Registration

To register as an advertiser of the UAC newsletter, The County Voice, please complete the following form and return it to UAC.

Name: _____

Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

E-mail: _____

Phone: _____

Ad size:

1/4 Page Ad (\$100/issue)

1/2 Page Advertisement (\$175/issue)

Which issue of the newsletter would you like to advertise in?

Spring (March/April) Fall (September/October)

Summer (June/July) Winter (December/January)

What is the frequency you would like to advertise?

Just the upcoming issues indicated above.

Beginning with the publication indicated above until further notice (giving UAC at least 30 days notice from the next print date)

Other: _____

Will you be designing the advertisement or would you like to hire UAC at \$50/hr. to create and design the ad for you?

I will handle the design and send you a suitable file format

I would like to hire UAC to design the ad at a rate of \$50/hr.

Please list any other needs, requests or questions you have:

Payment

UAC offers several payment options. Please select your preferred payment option:

Enclosed Please Bill Me for the Full Amount

I would like to pay by credit card (please call me for that)

Contact Information

Registration and Payment can be mailed, faxed or e-mailed to UAC at:

Utah Association of Counties
5397 South Vine Street
Murray, UT 84107
Fax: (801) 265-9485
doug@uacnet.org

If you have any questions, please contact Doug Perry at (801) 265-1331 or by e-mail at doug@uacnet.org

Cancellation Policy

Cancellations for a full refund must be received no later than 30 days prior to printing date for the publication you are advertising in.

Contractual Agreement

Please sign your name to solidify your intentions:

Name

Date